## **ABSTRACT**

[0104]

A product performance integrated database apparatus and method collects product performance data, determines the root cause of detected product failures and develops corrective action to correct the detected failures. The method determines an initial degree of risk of selected product failures by determining the severity of the effect of each failure and the frequency of occurrence of the effect of each failure. The severity of the effect and the frequency of occurrence are ranked with different ranking values. An initial risk assessment of each failure is the product of the ranked severity value and the selected ranked frequency of occurrence of the failure. Failures exceeding a threshold preliminary risk assessment are subject to the root cause or detected product failure analysis. Once a corrective action for the root cause of failure is determined, a final risk assessment for each corrective action is determined by the product of the initial risk assessment and a determined failure correction validation value.